

Task Of Supplying Postwar Demand For Modern Gas Appliances Outlined At Representatives' Meeting



A method by which local gas appliance dealers are going to be assisted in the tremendous task of supplying the postwar demand for modern gas appliances was outlined by Southern California Gas Company representatives at a meeting held at the Pathfinder Club in Compton on Feb. 11. P. W. Walters, Manager of the Southern Division of the company, was chairman of the meeting.

Principal speakers of the evening were J. G. Merkle, General Supervisor of Appliance Sales and Promotion, and H. M. O'Haver, General Supervisor, Dealer Sales. In presenting details of the plan, Merkle stated that the gas company had worked in close cooperation with gas appliance dealers through association and neighborhood group meetings to develop an overall postwar sales program designed to fit the needs of this area.

"We are entering a new era

with the greatest opportunity in the history of merchandising before us, and this plan is streamlined to meet the demands of the times. Dealers will do the overall direct selling job—and even sales made by our own gas company people will go to dealers," he declared.

Pointing out that 1,186,226 homes in the Southern California area use gas, Merkle stated that the plan to handle this vast potential market would make it possible for dealers to do an overall direct selling job through the assistance of the gas company in advertising, sales promotion and sales leads.

"The gas company," Merkle said, "will designate two types of dealers, who will be eligible for this assistance. The first will be the 'Cooperative Dealer,' and will include those dealers who display and sell gas appliances along with major appliances using other fuels.

"The second type of dealer eligible for the plan is designated a 'Blue Seal' gas appliance dealer. He will display and sell one or more major gas appliances exclusively, and will become eligible for all the assistance offered by the Cooperative Dealer, plus special sales aids, exclusive rights and special profit opportunities.

"Both types of dealers will benefit from the plan through special advertising assistance during certain gas company sponsored sales campaigns. They will also benefit from general advertising by the gas company and the gas industry in newspapers, magazines, on billboards and over the radio.

"Both types of dealers will be given assistance through sales promotion activities including cooking schools, home service calls, counter and truck cards, free courses for the training of dealer sales personnel, and help from gas company dealer representatives.

"Although the gas company

will maintain a sales force who will sell directly to customers, these sales will go to dealers inasmuch as the company does not intend to compete with cooperating merchants. As a special aid to the neighborhood Blue Seal dealer, he will receive "undeclared sales" as well as sales "declared" specifically in his name. Other special assistance given Blue Seal Dealers will include special mailing and call lists, together with direct mail literature, greater assistance by the gas company in his advertising during special sales campaigns, a direct tie-in with cooking schools, special marketing surveys, and cooking demonstrations held within dealers' stores, where space and traffic permits.

ROBERT L. BETTYS DENIED NEW TRIAL, DRAWS SENTENCE

Robert L. Bettys, 23, convicted of assault with intent to commit murder for his part in a robbery and gunfight at a Gardena poker palace last September, was sentenced to one to 10 years in San Quentin by Superior Judge Charles W. Fricke, Feb. 12.

The murder charge against Bettys was the result of the death of Harry O. Hartman, guard at the Embassy Club, 15315 S. Vermont ave., who was fatally wounded when he was caught in a cross-fire of shots from three radio officers and Bettys. He had attempted to halt Bettys as he fled after assertedly robbing a nearby bar.

RUBBER SOURCE
Before World War II Malaya and the Netherlands East Indies together supplied the world with 90 per cent of its tin, 85 per cent of the pepper, 30 per cent of the copra, 30 per cent of natural rubbers and 17 per cent of petroleum.

Companion Of Slain Man To Be Arraigned

Charles Radice, who admits that he's lucky to be alive, will be arraigned Feb. 27 in Long Beach superior court for the attempted robbery last Feb. 7 of a Harbor City market where his companion, Martin J. Graeff, was killed.

The grocer, Ernest M. Garcelon, who lives in the rear of his market, 1706 Pacific Coast highway, told Judge Irvin Taplin, San Pedro Municipal court, that he may have shot Radice had not Graeff, whom he couldn't see, ordered him from the shadows: "I've got you covered, drop your gun." Garcelon, who fired the 41 caliber gun for the first time since owning it, shot twice at the man he couldn't see, dropping him dead to the floor.

Radice ran for the door and the grocer fired the third and last shot in the gun's chamber at the disappearing companion of Graeff. The shot went wild and Radice escaped only to return after the arrival of the police and give himself up.

More Arrests In Thefts Reported Here

Elvius D. Howard, 21, former Torrance resident now living in Redondo Beach, has been bound over to Superior Court following his preliminary hearing before John Shidler, Torrance city judge, on charges of burglary.

Howard was arrested by local police recently upon the complaint of Willie Myers, who told police that Howard was wearing a suit of clothes that had been stolen from his (Myers) hotel room last Jan. 31. Police said that Howard admitted the theft and that he had gained entrance to the room of the Torrance Hotel by crawling through a transom.

Of the several suspects arrested by Torrance police during the past two weeks on various theft charges, Nick Ross, Torrance, was convicted in Judge Shidler's court of petty theft and ordered to serve eight days in the county jail.

Ross was found guilty of stealing a fifth of liquor from the McCown Drug Co. in Tor-

Local Recruiting Sergeant Is Air Force Veteran

The Torrance Army Recruiting office in the Chamber of Commerce building is operated by veteran S/Sgt. Joseph Sivahop, former ground crew chief of a B-24 unit stationed in England and France during the heavy bombardment of Germany. Sgt. Sivahop was with the Eighth Air Force overseas 23 months of his five and a half years enlistment.

He signed for another enlistment last Nov. 13, so when the sergeant tells a young recruit that the Army is a good thing, he isn't just saying that because of his job—but because he believes it himself.

The local recruiting office is open every Friday, according to Capt. Ken Morissette, recruiting head for the area. The Captain is also a veteran of the 42nd Infantry Division with long service in both the European and Pacific theaters of war.

Several other recruitments were reported recently.

TORRANCE HERALD L.A. CITY HALL RESUMES ELEVATOR SERVICE TO TOWER

Thousands of tourists and Los Angeles residents can again visit the Los Angeles City Hall look-out tower on the 25th floor, closed during the war, the City Board of Public Works of Los Angeles announced.

The tower is topped by a huge belfry provided for chimneys, which the city hoped would be donated by some kindly citizen. The chimneys never were presented, however.

Visitors to the lookout tower must take a special elevator from the 20th floor of City Hall.

WHY BE FAT?

Eat plenty yet lose weight with delicious candy reducing plan. Have a more slender, graceful figure. No exercising. No fasting. No drugs. With the simple AYDS Vitamin Candy Reducing Plan you don't cut out any meals, restrict portions, restrict or fast. You simply cut them down. It's easier when you're on diet (vitamin fortified) AYDS candy before meals. Absolutely harmless.

For clinical tests conducted by medical doctors more than 250 percent lost 10 to 15 lbs. average. Lose weight with AYDS Vitamin Candy Reducing Plan.

30-day supply of AYDS candy \$2.25. If not delighted with results, MONEY BACK on full box. Please.

McCOWN DRUG STORES
Torrance 662 & Lomita 124 or 778

Get the union label on your printing. Lomita News—only union shop in Lomita.

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- Torrance Yellow Cab
- Chuck's Cab Service
- Torrance Green Taxi

All Can Be Reached on the Same Phone—

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Prompt, Courteous Service STANDARD RATES

LL 100% UNION OPERATED

New Stand Opposite Beacon Drug

Sewer Tile and Clay Pipe

PHONE SIX-ONE

TORRANCE LUMBER

1752 Border Torrance

don't give up the trip...

EAST

Many thousands of men in uniform have yet to be returned home from the Pacific theatre. That's Union Pacific's first and most important job.

But if you're planning a trip to the East, don't give up the idea. It's worth waiting for. And travel conditions are improving, day by day.

Start your vacation with relaxation. Enjoy "smooth sailing" on a fast Streamliner... a world of comfort on a modernly-appointed Limited. Or choose the Challenger—famous for low-cost travel enjoyment.

Your Journey by rail will be the high-spot of your vacation or business trip.

Ask about "stop overs" at various interesting points enroute to or from your eastern destination. Union Pacific serves more western scenic regions than any other railroad—the world's greatest travel bargain.

be Specific—say "Union Pacific"

THE PROGRESSIVE UNION PACIFIC RAILROAD
ROAD OF THE Streamliners AND THE Challengers

SAFeway ORANGE SALE

Oranges are at the peak of eating goodness at this time of the year. And, they are an excellent source of fortifying Vitamin "C"... eat lots of oranges for good health. Your neighborhood Safeway store is featuring oranges at a special low price this week. Take home an abundant supply today.

CALIFORNIA NAVEL ORANGES

lb. 7c

8 lbs. Packed in Mesh Bag 53c

Note also these produce values:

RUSSET POTATOES 10-lb. 33c	PIPPIN APPLES lb. 12c	UTAH TYPE CELERY 9c
U. S. No. 1 grade. Famous for their fine flavor when baked.	Northern grown Newton Pippin apples. Nice for pie or sauce.	Serve celery stalks, stuffed with cheese. They're delicious, salad. lb.

CANNED VEGETABLES	CANNED SAUCES
Large Sweet Peas 20-oz. can 15c	Mushroom Garnish 25c
Spring Kist Peas 20-oz. can 14c	Spaghetti Sauce 15c
Chilton Peas 20-oz. can 15c	BEVERAGES
Cut Green Beans 19-oz. can 15c	Apple Juice New West Brand 31c
Cut Green Beans 19-oz. can 14c	Carrot Juice Here's Health Brand 15c
Diced Carrots 20-oz. can 12c	Sauterne Wine Monte Cristo Brand 59c
Diced Carrots Del Monte Brand 12c	SOAPS, CLEANSERS, POLISH
Turnip Greens Brand 12c	Toilet Soap Sierra Pine Brand 2 bars 13c
Fancy Beets 16-oz. can 13c	Oakite "Cleans a million things" 10 1/2-oz. pkg. 10c
Sweet Potatoes Tem Ting Brand 20-oz. can 22c	Sunbrite Cleanser 12-oz. can 5c
Larsen's Veg-All 20-oz. can 16c	Dramo Bowl Cleaner 12-oz. can 10c
CANTERBURY TEA	Pronto Bowl Cleaner 22-oz. can 10c
Delightful, fragrant bouquet, deep berry flavor and utmost enjoyment are guaranteed in this quality tea. Blend of tender young leaves, grown in the world's finest black tea gardens.	Dry Cleaner Aunt Sue Brand 6-oz. gal. 69c
1 1/2-oz. pkg. 8c	Paste Wax Old English Brand 23c
1/4-lb. pkg. 23c	Bleach White Magic Brand 29c
1/2-lb. pkg. 43c	PANCAKE FLOUR, CEREALS
BLACK TEA BAGS	Shredded Wheat 12-oz. pkg. 11c
Canterbury Brand, Orange Peel and Pekoe. Package of 40 bags, 35c.	Albers Oats Regular variety 20-oz. pkg. 13c
13c	Pancake Flour Sperry Brand 40-oz. pkg. 31c
YELLOW CLING PEACHES	SERVE SAFEWAY MEATS
29-oz. can 23c	Get full value for your money. Safeway's quality meats, trimmed waste-free, and properly aged, give you just that.
SLICED GREEN BEANS	GROUND BEEF PACKED IN VISKING lb. 29c
19-oz. can 16c	Lean, tender, quality beef. Ground fresh daily in our aging plant.
RANCHO TOMATO SOUP	PORK SAUSAGE IN BULK lb. 39c
3 10 1/2-oz. cans 17c	Delight your family with fried sausage and apple rings.
Made from fine, vine-ripened tomatoes. Cooked to meet-astounding perfection and seasoned "just so." Try some today.	STEWING HENS NEW YORK STYLE lb. 42c
HERSHEY COCOA	Grade A poultry. Tender, juicy, fatty birds, guaranteed to please.
1/2-lb. can 10c	TENDER WIENERS TYPE TWO lb. 37c
Long a family favorite. Use for candy, sauce, syrup or hot cocoa beverage. Children love chocolate flavored milk. Buy an ample supply today.	Nicely seasoned. Try baked lima beans with chopped wieners.
	OYSTERS PACKED IN GLASS pt. 85c
	Large Northern variety. 12-15 oysters per jar.

DEHYDRATED FOODS

Soup Betty Crocker Brand 3 3 1/2-oz. cans 25c	VINEGAR
Dehydrated Betty Crocker dehydrated Pea Soup, 4-oz. packages, 3 for 25c	Cider Vinegar Old Mill Brand, 10c
Sweet Potatoes 3 1/2-oz. pkg. 10c	Heinz Cider Vinegar 20c
Potatoes Betty Lou Brand, 3 1/2-oz. pkg. 13c	Minced Clams 40 Folthorn Brand, 15-oz. can 9c
Natural Sardines Treasure Brand, 15-oz. can 9c	CHECK THESE VALUES
Target Popcorn 10-oz. pkg. 10c	Yellow variety, Unpopcorned, 5-oz. pkg. 15c
Cookies Gipsy Brand, 5-oz. pkg. 15c	Marmalade Treat Brand, 3-oz. pkg. 30c
Gaines Dog Meal 5-lb. package, 49c	

SAFeway

1301 SARTORI AVENUE, TORRANCE

2171 PACIFIC COAST HIGHWAY, LOMITA